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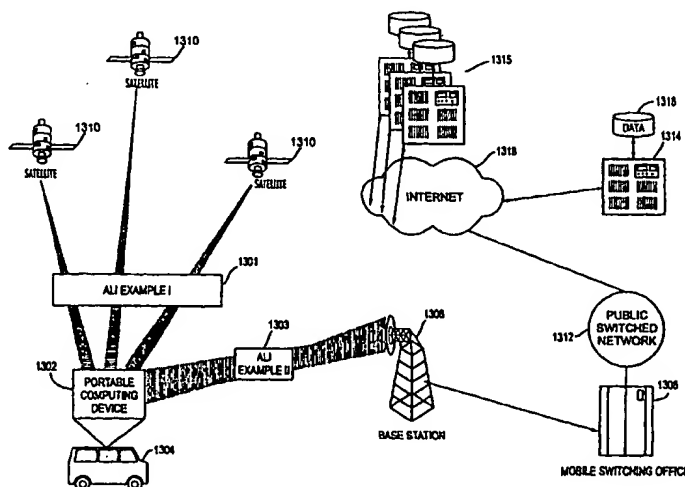


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(54) Title: INTERNET BASED GEOGRAPHIC LOCATION REFERENCING SYSTEM AND METHOD



(57) Abstract

A system and method for automatically providing services over a computer network, such as the Internet, for users in a mobile environment based on their geographic location. An application program is installed on a client computer system that prompts the user to input information. The application program builds a data packet comprising location information and user information. The client computer system connects with a server coupled to a computer network and transmits the electronic data packet to the server. The information in the data packet is used to formulate a database query, the result of which is an address (URL) of a particular enhanced server that matches the client's request. The URL is transmitted to the client. The client computer system launches a web browser and connects to the enhanced server. Upon connection relevant data customized for the client's location is automatically displayed without additional input from the user.